

## THE INFLUENCE OF CUSTOMER PERCEIVED RESTAURANT INNOVATIVENESS (CPRI) OF MEATBALL RESTAURANTS ON BRAND LOVE AND BRAND LOYALTY



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### Abstract

The highly competitive landscape among food and beverage entrepreneurs in Indonesia compels brands to compete aggressively to attract and retain customers. Innovations in service are crucial to capturing consumer interest and maintaining their loyalty. Investigating whether innovations appeal to consumers in restaurants, particularly in the context of *bakso* (meatball), a local Indonesian dish, is thus imperative. This study aims to explore and analyze the influence of Customer Perceived Restaurant Innovativeness (CPRI) encompassing menu innovativeness, technology-based service innovativeness, experiential innovativeness, and promotional innovativeness on brand love and brand loyalty. A sample of 209 respondents, who have visited *bakso* establishments at least twice in the past three months, participated in the research. Respondents' responses underwent reliability and validity testing through Confirmatory Factor Analysis (CFA). Hypotheses were tested using Structural Equation Modeling (SEM) and Multi-group SEM with Mplus. Results indicate that the Stimulus-Organism-Response (S-O-R) theory contributes to enhancing both brand love and brand loyalty. The dimensions of CPRI technology-based service innovativeness, experiential innovativeness, and promotional innovativeness positively influence brand love and brand loyalty. This research is expected to assist managers in designing effective strategies to innovate within *bakso* restaurants and beyond.

**Keywords:** Customer Perceived Restaurant Innovativeness, Brand Love, Brand Loyalty, Local Food Restaurants, Consumer-Brand Relationship

## INTRODUCTION

Consumer-brand relationship (CBR) refers to the relationship that develops between consumers and a brand. When consumers experience a psychological bond through interactions and experiences with a brand, a consumer-brand relationship is formed. In marketing research, the consumer-brand relationship is a primary focus with many forms (Alvarez et al., 2023) and its knowledge evolves over time (Hussain et al., 2020).

Restaurants are part of the hospitality industry. The challenges in this business include changes in consumer tastes and trends (Ottenbacher & Harrington, 2009) (Park et al., 2020), such as competition between restaurants, the use of technology, and promotion challenges in the rapidly evolving social media era, among others. These changing trends force marketers to design strategies to enhance customer engagement, thereby creating long-term relationships with consumers (Kim et al., 2018) (Mvondo et al., 2023) (M. C. Ottenbacher & Harrington, 2009). In today's rapidly changing business environment, restaurants must continuously improve the quality and provision of their services. One way to do this is through innovation. Innovation is a strategic tool that can be used to enhance a company's quality and reputation (M. Ottenbacher & Gnoth, 2005).

There is a difference between the term's "innovation" and "non-innovation," although they are often confused in business and hospitality contexts. Generally, innovation focuses on new solutions or a combination of traditional and new elements to satisfy consumer needs and help them solve problems, thereby adding value to consumers (Kim et al., 2018)(Mahmoud et al., 2018). In contrast, the term non-innovation refers to a company's ability to generate new ideas, such as products or services, at a faster rate to gain a competitive advantage (Kim et al., 2018) (Zolfagharian & Paswan, 2009).

When an innovation is introduced, perceptions of it can vary depending on the stakeholder's viewpoint, such as the company, customers, shareholders, employees, etc. For example, a company-centered view of innovation might reflect the technical and functional aspects of the service, involving essential methods to create new and memorable experiences for consumers (Kim et al., 2019) (Kim et al., 2018), while consumers may view innovation differently from the company. However, existing literature primarily investigates innovation from the company's perspective, such as innovations in market offerings perceived by

producers or service providers (Gagic, 2016) (Sreejesh et al., 2015); with less attention given to examining innovation from the consumer's perspective (Hameed et al., 2021) (Yen et al., 2020).

Research on innovation in the restaurant industry and its role in consumer-brand relationships is still limited (Kim et al., 2018) (Lee et al., 2016). Restaurants are businesses with high interaction intensity with customers, especially during the service process (Mvondo et al., 2023). Understanding consumer-perceived restaurant innovation is important for restaurants. A brand's innovation efforts will only be effective if consumers perceive the brand as innovative (Junaid et al., 2020).

Kim et al. (2018) define innovation in the restaurant industry as "Customer Perceived Restaurant Innovation" (CPRI). CPRI refers to consumers' subjective evaluations of a restaurant's ability to deliver new and unique performance in four main dimensions: menu, service, consumer experience, and promotion. Additionally, researchers argue that CPRI contributes to increased consumer satisfaction. They also recommend further research to uncover relational and other behavioral impacts of CPRI. Kim et al. (2019) found in another study that restaurant innovation could enhance consumer engagement in co-creation. They suggest further research on how this innovation could strengthen the bond between consumers and restaurant brands. Subsequent studies focus on the role of CPRI in enhancing brand love and brand evangelism in fast food and continental restaurants. Further research is suggested to explore similar phenomena in other types of restaurants, such as fine-dining and those serving local foods.

To address these research gaps, this study a) investigates the new phenomenon of CPRI and integrates Brand Love (BL) and Brand Loyalty (BL) into an integrated model, b) aims to develop a strong and long-term consumer-brand relationship. Loyalty is emphasized in this study as the researcher wants to understand whether CPRI can attract first-time buyers and whether innovation can turn buyers into loyal customers who return repeatedly, ensuring the brand's survival in any condition. c) This study also focuses on meatball restaurants as a local food in Indonesia.

Indonesia is well-known for its food and beverage products having global competitiveness due to their variety (Anggraeni et al., 2020). One of the well-known local

foods in Indonesia is *bakso*. *Bakso* is a type of meatball commonly found in Indonesian cuisine. *Bakso* businesses have proliferated and become comfort food for Indonesians. In recent years, innovations in *bakso* with various forms and presentations have become popular, providing customers with new experiences when eating *bakso* different from the usual (Lestari, 2022).

From the phenomenon of innovation in meatball restaurants, this study aims first to investigate from the customer's perspective through CPRI and determine how CPRI in meatball restaurants influences brand love and brand loyalty. This study examines the relationship at the dimension level and provides insights into which dimensions contribute most to enhancing brand love and brand loyalty in restaurant brands. Second, this study continues previous research and further investigates the role of CPRI in local foods, specifically *bakso*. Third, this research provides knowledge for restaurant managers to think of better innovation strategies suited to their restaurant types. This research offers input to restaurant managers on the types of innovation that make consumers fall in love with the brand and encourage them to spread the brand to other consumers. Ultimately, the findings of this research are beneficial for brand managers and restaurant operators to build strong consumer relationships in this competitive business environment.

## **REVIEW OF LITERATURE**

### **S-O-R Theory**

The theory used in this study is the Stimulus-Organism-Response (SOR) theory (Platts, 1972). According to Chou et al. (2022), the SOR model developed by Mehrabian and Russell (1974) states that environmental stimuli (S) evoke emotional reactions (O) which, in turn, generate behavioral responses (R). According to Choi and Kandampully (2019), stimuli are defined as environmental factors that trigger internal reactions in customers as responses to these stimuli.

With an emphasis on consumer responses to service quality, context, and mode, the SOR model is useful in the hospitality industry for analyzing the relationship between service delivery and guest behavior (Brewer & Sebby, 2021). Therefore, the impact of CPRI on brand loyalty through brand love can be explained using the SOR paradigm in this study.

Stimuli are defined by SOR as internal or external elements that can potentially influence individuals (Eroglu et al., 2001). Innovation has been prompted by previous SOR-based research (Cheng et al., 2021; S. Lee et al., 2011). This research shows that consumers' perceptions of innovative technology affect their behavioral, emotional, and cognitive responses (S. Lee et al., 2011). "Response" refers to the final decision made by customers—whether to "approach" or "avoid" (Sherman et al., 1997). As a result, brand loyalty is included in the SOR framework in this study as a response (Sohaib et al., 2022) and brand love as an organism (Elsotouhy et al., 2022; Shah et al., 2022).

In the context of restaurants, attributes such as the restaurant's ambiance, menu, innovation, or service are considered stimuli. These stimuli then affect the organism, which is the individual's affective and cognitive processes, resulting in external or internal responses to the stimulus (Laato et al., 2020). Internal responses are the individual's attitudes, while external responses indicate specific behaviors of the individual towards a particular organism (Zhu et al., 2020). In the current context, Brand Love (BL) operates as an organism.

As known, brand love is a combination of passion, attachment, and positive evaluation towards a company (M. Junaid et al., 2022a; Song et al., 2019). When a restaurant is innovative and provides a unique experience to consumers, they become happy and also fulfill their hedonistic needs, which are an integral part of brand love (Junaid et al., 2020c). According to the SOR theory, when innovation stimulates passion and attachment in consumers' minds, it will drive the organism referred to as Brand Love.

### **Customer Perceived Restaurant Innovativeness (CPRI)**

This literature examines innovation from the perspectives of both customers and companies, or from two different viewpoints. The inventive techniques employed by businesses to provide unique services compared to their competitors are referred to as the company's perspective on innovation (Sreejesh et al., 2015). According to Kim et al. (2018), consumer perceptions of innovation refer to the unique assessments made by consumers regarding a company's ability to deliver innovative and distinctive performance. However, most of the currently published literature focuses on understanding the business perspective of innovation, with limited focus on defining the underlying mechanisms of client views on

innovation. Specifically, it is still unclear what consumers think about innovation in the restaurant industry.

Business and hospitality literature often use the terms "innovation" and "innovativeness" interchangeably. Innovation refers to something new or different that affects the operational activities of a company (Schumpeter, 1982), while innovativeness refers to a company's ability to implement new products, services, ideas, and promotions (Kunz et al., 2011). Since innovativeness replaces innovation in marketing literature (Kunz et al., 2011), this study uses innovativeness to examine the novelty of a restaurant (Kim et al., 2018; Teng & Chen, 2021).

There are two perspectives on innovativeness within a restaurant (Kim et al., 2019). The first is the company's perspective, which focuses on how the company is able to create new ideas, thoughts, activities, and services (Kunz et al., 2011). The second is the customer's perspective, which focuses on the new experiences perceived by consumers (Kim et al., 2019). This paper will focus on research discussing the consumer perspective on innovation in the restaurant sector due to the limited attention and literature addressing this issue. According to Jin et al. (2015), marketers need to understand consumer perceptions of restaurant innovation so that they can develop future restaurant strategies. To address this, a holistic approach to practicing innovation and innovativeness in restaurant services is required.

CPRI encompasses the following four aspects: 1) Product/Menu; 2) Technology; 3) Product Presentation Experience; 4) Promotional Innovation (Kim et al., 2018; Lin, 2015)

Product/Menu Innovation allows consumers to explore various old and new options (Ali et al., 1995). A deep understanding of consumer needs is a major driver for companies to continue innovating (Ghonim et al., 2022), thus enhancing competitiveness and profitability (Feltenstein, 1986). Innovative products have the ability to alter consumer perceptions of value, utility, and relevance, thereby creating added value for consumers (Rubera et al., 2011). Kim et al. (2018) propose that menu innovation can be realized through the creation of fresh flavors, distinctive food presentations, and the development of unique and creatively customizable menus.

Technology-Based Service Innovation refers to the application of new technology in the service delivery process that results in unique offerings for consumers (Berry et al., 2006). Research in the food service field has shown that technological innovation significantly contributes to business success (Oronsky & Chathoth, 2007). Kim et al. (2018) define technology-based service innovation as the integration of new technology into various aspects of the dining experience, including service processes, applications, and online ordering platforms. To address the classic question "what should I eat?", modern consumers tend to utilize online technology platforms by searching for restaurant reviews as references before making decisions (Yang, 2017). Research shows that customers are likely to adopt new technology if it helps them achieve specific goals. One example is the use of tablet-based digital menus in restaurants. Additionally, NFC technology embedded in smartphones is increasingly popular due to its ability to facilitate secure, quick, and easy payments through digital wallet features (Makki et al., 2016).

Experience Innovation aims to provide new solutions to customer problems through engaging design, innovative events, and personalized interactions (Kim et al., 2018). The main focus of creative experiences is the use of skills in creating surprises, unique food presentations, and innovative atmospheres to leave a lasting impression (Hussain et al., 2021). Experience innovation not only builds strong relationships between consumers and employees (Kim et al., 2018), but also creates deep brand memories in the minds of consumers (Teng & Chen, 2021).

Promotional Innovation means that companies are creative in offering various options to consumers (Kim et al., 2018). Innovative promotional techniques leverage social and mobile media to spread information, as well as offer membership programs, discounts, and unique product combinations (Kim et al., 2019). Innovative promotional activities involve the use of social and mobile media channels, as well as various digital marketing techniques to reach consumers (Yen et al., 2020). Effective advertising methods have been shown to influence consumer purchase decisions (Hwang & Hyun, 2016). Creativity in promotion proves effective in attracting new customers, generating consumer enthusiasm, and enhancing the quality of the consumer experience (Lin, 2015). The "pay-what-you-want" concept has successfully increased revenue for many hotels (Kim et al., 2018; Yen et al.,

2020). Many restaurant brands use social media platforms to build more personal relationships with consumers (Gagic, 2016).

### **Brand Love**

Brand love is the foundation of relational marketing (Algharabat, 2017; M. Junaid et al., 2019, 2022a). Consumers engage with brands in various ways, such as through passion, preference, brand self-connection, commitment, and emotional attachment, within this category (Bagozzi et al., 2017). The level of strong emotional attachment that satisfied consumers have towards a specific brand is measured using brand love metrics. We acknowledge, however, that consumers prefer to use the term "love" rather than other relational attributes when discussing commercial products. Love is a powerful emotional experience that plays a crucial role in driving consumer loyalty to a brand (Robertson et al., 2022). According to current research, developing brand love should be a top priority for any brand aiming to sustain itself in the industry in the long term (Bagozzi et al., 2017). Relational marketing relies on brand love (Algharabat, 2017; M. Junaid et al., 2019, 2022b). Existing research suggests that fostering brand love should be a priority for all brands wishing to endure in the industry over time (Bagozzi et al., 2017; Song et al., 2019) because brand love enhances consumer engagement and well-being (M. Junaid et al., 2019; M. Junaid, Hussain, Basit, et al., 2020). Consumer engagement will affect brand love (Pratiwi & Masnita, 2023). Therefore, we define brand love as a strong positive emotional attachment that consumers feel due to their satisfaction with a brand.

### **Brand Loyalty**

Brand loyalty is defined as consumer preference for a specific brand and the repurchase of the same brand, regardless of circumstances and marketing efforts to drive conversion. Brand loyalty is defined as an intrinsic necessity to reconsider or purchase preferred services or products in the future, driving purchases of a particular brand or product without being swayed by competing promotions that might make customers switch (Van Lam et al., 2018). Brand loyalty encompasses consumer behavior of frequently buying the same product due to a strong preference for the brand (Haq et al., 2022) and a positive attitude towards the brand. Specific reactions to a product due to a positive perception of the brand are known as brand loyalty (Eslami, 2020). Monika & Kurniawati (2023) define brand loyalty

as the extent to which consumers hold a positive attitude towards a brand based on personal preference, have commitment to a particular brand that is unaffected by other brand offers, and will continue to purchase it in the future. Therefore, the conclusion of the definition of brand loyalty is the positive tendency of consumers towards a specific brand and their continued purchase behavior without being influenced by other brand offers.

### **Hypothesis Development**

One of the dimensions of CPRI is menu innovativeness. Menu innovation involves the introduction of new menu items, food product combinations, and fully customizable menus among other innovations (Kim et al., 2018, 2019). The menu is recognized as a concrete example of innovation where customers can directly observe the latest products. In this context, restaurants typically add new items to their menus in response to consumer preferences or culinary trends to precisely meet customer needs at the same time (Gagic, 2016). Previous research (Kim et al., 2018) shows that menu innovation has a positive impact on consumer satisfaction. Consumer experiences with a restaurant's menu can evoke positive or negative emotions towards the brand. The greater the satisfaction with this experience, the stronger the brand love (Albert et al., 2009; Batra et al., 2012; Brakus et al., 2009; Iglesias et al., 2011; Joshi & Garg, 2021; Roy et al., 2013). Based on this, restaurant owners or managers should introduce innovative menus to enhance consumer brand love. Thus, the following hypothesis is formulated: H1. The CPRI dimension of menu innovativeness positively influences brand love.

The second dimension of CPRI is technological service innovativeness. Kim et al. (2018) explains that technological service innovation in restaurants involves leveraging technology to provide a better dining experience for consumers, such as through ordering applications or more efficient service systems. Previous research (Kim et al., 2018) found that technology use in restaurants can increase sales and consumer satisfaction. Carroll & Ahuvia (2006) state that consumer satisfaction with a product fosters a strong emotional bond, such as love and affection known as brand love. Technology has become an inseparable part of modern life, so technological innovations should also be applied in restaurants. Features that facilitate customer ordering or payment must be implemented by restaurant owners or managers. To what extent this theory effectively builds brand love from consumers

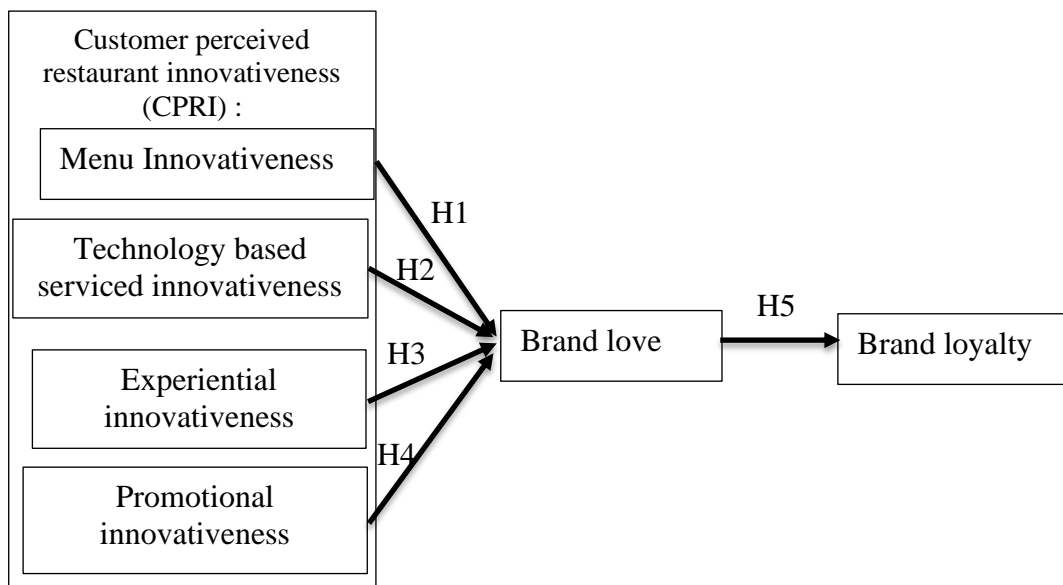
is addressed by the following hypothesis: H2. The CPRI dimension of technological service innovativeness positively influences brand love.

The third dimension of CPRI is experiential innovativeness. The main focus of creative experiences is using skills to create surprises, unique food presentations, and innovative atmospheres to leave a lasting impression (Hussain et al., 2021). Experience-based innovation builds long-term customer-brand relationships (Kim et al., 2018) and creates brand memories (Teng & Chen, 2021). Kim et al. (2018) also state that experiential innovation positively impacts consumer satisfaction. Emotional satisfaction drives consumers to make repeat purchases and act as brand advocates voluntarily (Misra et al., 2021). High consumer satisfaction with a brand's product or service can create a strong emotional bond known as brand love (Ismail, 2022). Based on previous studies, the role of experiential innovativeness in shaping brand love is formulated as follows: H3. The CPRI dimension of experiential innovativeness positively influences brand love.

The fourth dimension of CPRI is promotional innovativeness. Promotional innovation refers to a company's ability to offer choices to consumers (Kim et al., 2018). Innovative promotional techniques utilize mobile and social media to spread information, attract consumers with new membership or marketing programs, and offer creative product combinations, discounts, and gift ideas (Kim et al., 2019). Creative promotion helps companies attract new consumers, inspire enthusiasm, and enhance consumer experiences (Lin, 2015). Ebeid (2014) argues that promotions play a crucial role in increasing consumer awareness of a brand. The better the brand awareness presented on social media, the stronger the purchase intention in the consumer's mind (Indra & Kurniawati, 2023). Research by Rodrigues & Rodrigues (2019) shows a positive relationship between brand love and purchase intention. It can be concluded that there is a connection between promotional innovation and brand love. Whether promotional innovativeness positively influences brand love is formulated in the following hypothesis: H4. The CPRI dimension of promotional innovativeness positively influences brand love.

Brand love is essentially a form of affection directed towards a commercial entity such as a brand, product, or service (Ahuvia et al., 2022). Brand loyalty includes consumer behavior of frequently purchasing the same product due to a strong preference for that brand

and a positive attitude towards it (Haq et al., 2022). Brand love directly fosters consumer loyalty. Dick & Basu (1994) argue that brand loyalty increases when consumers are in a positive emotional state. Brands that can create positive emotions in consumers tend to drive increased brand loyalty. Brand love influences consumers' likelihood of spreading positive word-of-mouth, which is an organism response according to S-O-R theory. More enthusiastic consumers are more likely to make repeat purchases and spread positive word-of-mouth, turning them into brand loyalists. This research formulates the following hypothesis: H5. Brand love positively influences brand loyalty.



**Figure 1**  
**Conceptual Framework**  
Sources: (Amani, 2024)

## RESEARCH METHOD

This study is quantitative research aimed at understanding and analyzing the impact of Customer Perceived Restaurant Innovativeness (CPRI) on brand love and brand loyalty. To collect data, questionnaires were distributed randomly in the Jabodetabek and Bandung areas. The sample for this study consists of 219 respondents selected from consumers who visited selected bakso restaurants. The selection criteria were: first, respondents had to have visited one of the bakso restaurants within the last month. Second, respondents needed to be

between the ages of 18 and 40. Third, respondents had to reside in the Jabodetabek and Bandung areas.

This study adopts a purposive sampling technique. Purposive sampling is a type of non-probability sampling technique where the researcher relies on their own judgment to select sample members who meet specific criteria (Malhotra et al., 2017). This technique is also known as judgmental sampling and helps in choosing a representative sample. To ensure more accurate data, respondents were asked to select their favorite type of restaurant before completing the survey. This is because the survey collected data specifically for *bakso* restaurants, so respondents needed to answer each question clearly. The study employed SEM AMOS software for analysis.

## RESULTS AND DISCUSSION

The following characteristics of respondents were collected, namely 219 respondents.

**Table 1**  
**Characteristics of Respondents**

Category	Frequency	Percentage (%)
How often do you eat at a meatball restaurant?		
1 time	84	38.4
More than 1 time	135	61.6
The most frequently visited restaurant		
Joss Rib Meatballs	153	69.9
Titoti Meatballs	5	2,3
Boedjangan Meatballs	2	0.9
Shooting range meatballs	2	0.9
Other Meatballs	57	26.0
Gender		
Man	98	44.7
Woman	121	55.3
Age		
17 -24 years old	85	38.8
25 – 32 years old	72	32.9
33 – 40 years	41	18.7
> 40 years	21	9.6
Education		
SENIOR HIGH SCHOOL	123	56.2
Diploma	12	5.5
Bachelor	72	32.9

Postgraduate	12	5.5
Work		
Private sector employee	160	73.1
BUMN employees	6	2.7
Civil servants	6	2.7
Self-employed	47	21.5
Income		
1,000,000 – 2,000,000	58	26.5
2,000,000 – 4,000,000	84	38.4
4,000,000 – 6,000,000	24	11.0
> 6,000,000	53	24.2

Source: AMOS Output, 2024

Based on the characteristics table above, the majority of respondents who often eat at meatball restaurants more than once are 135 respondents or 61.6%. Meanwhile, the restaurant most frequently visited was Bakso Rusuk Joss by 153 respondents or 69.9%. Furthermore, the largest number of respondents were women, amounting to 121 respondents or 55.3%. The majority of respondents aged 17 - 24 years were 85 respondents or 38.8%. Meanwhile, the majority who had a high school education were 123 respondents or 56.2%. Most respondents' occupations were private employees with 160 respondents or 73.1%. The highest income was above 2,000,000 – 4,000,000 as many as 84 respondents or 38.4%

**Table 2**  
**Validity and Descriptive Tests**

Indicator	Factor Loading	AVE	Decision	Mean (Sd.Dev)
Menu innovativeness				
My favorite meatball restaurant often releases new menus	0.764	0.962	Valid	4.09 (1.27)
My favorite meatball restaurant offers a unique and innovative meatball menu	0.898		Valid	4.39 (1.08)
My favorite meatball restaurant provides a new experience of enjoying meatballs in a different way	0.925		Valid	4.26 (1.17)
I can enjoy meatballs with a unique way of serving them	0.857		Valid	4.38 (0.99)
My favorite meatball restaurant offers a menu with unique and innovative meatball shapes	0.925		Valid	4.33 (1.14)
Technology based service innovativeness				

The way to order meatballs at my favorite restaurant is an innovative procedure	0.666	0.940	Valid	4.08 (1.16)
My favorite restaurant has integrated innovative technology into service, for example with EDC machines, Qris, etc	0.872		Valid	4.51 (0.97)
My favorite restaurant offers ordering meatballs with online applications such as Gofood, Grabfood, Shopee food, etc	0.921		Valid	4.53 (0.95)
Experiential innovativeness				
Innovative interior design of your favorite restaurant	0.834	0.963	Valid	4.36 (1.06)
My favorite restaurants often hold innovative promotional events	0.892		Valid	4.27 (1.11)
At my favorite restaurant employees interact with customers in innovative ways	0.874		Valid	4.33 (1.03)
The way employees help solve customer problems at my favorite places is truly innovative	0.887		Valid	4.32 (1.04)
Promotional innovativeness				
My favorite meatball restaurant has active social media promotion tools	0.953	0.973	Valid	4.43 (1.01)
My favorite meatball restaurant applies innovative promotion methods through social media	0.954		Valid	4.46 (0.99)
My favorite meatball restaurant often gives vouchers/money prizes to active members	0.869		Valid	4.25 (1.17)
My favorite meatball restaurant provides innovative communication platforms such as online communication that allows customers to provide suggestions	0.858		Valid	4.37 (1.09)
Brand love				
I love the innovative experiences that my favorite meatball restaurant does	0.741	0.980	Valid	4.39 (0.97)
I feel happy when I eat at my favorite restaurant	0.865		Valid	4.55 (0.82)
My favorite meatball restaurant always makes me want to come back again and again	0.850		Valid	4.53 (0.80)
I feel comfortable at my favorite meatball restaurant	0.919		Valid	4.54 (0.81)

I feel happy after eating at my favorite meatball restaurant	0.810		Valid	4.50 (0.83)
<b>Brand loyalty</b>				
I will continue to buy from my favorite meatball restaurant because of the innovation that the restaurant always makes	0.651	0.979	Valid	4.30 (1.07)
I will recommend my favorite meatball restaurant to others	0.934		Valid	4.60 (0.79)
I want to introduce my favorite meatball restaurant to other people	0.923		Valid	4.61 (0.76)
I will praise my favorite meatball restaurant to others	0.917		Valid	4.60 (0.76)

Source: AMOS Output, 2024

Based on the validity test results table above, 23 statement items in the variables Menu Innovativeness, Technology Based Service Innovativeness, Experiential Innovativeness, Promotional Innovativeness, brand love, brand loyalty has factor loading values above 0.50 (> 0.50). This means that every statement indicator in this research is declared valid.

**Table 3**  
**Reliability Test**

Variable	Number of Statement Items	Cronbach's Alpha	Decision
Menu Innovativeness	5	0.811	Reliable
Technology Based Service Innovativeness	3	0.701	Reliable
Experiential Innovativeness	4	0.774	Reliable
Promotional Innovativeness	4	0.782	Reliable
Brand love	5	0.683	Reliable
Brand loyalty	4	0.768	Reliable

Source: AMOS Output, 2024

Based on the reliability test results table above, each variable in this study has met the Cronbach's Alpha value above 0.60 (>0.60) so it can be said that all instruments are declared reliable.

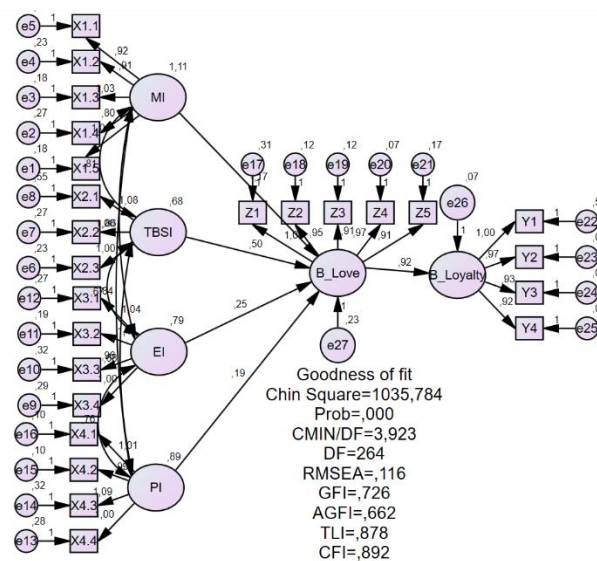
**Tabel 4**  
**Goodness of Fit**

Goodness of fit	Cut off value	Value	Model Evaluation
Significance probability	> 0.05	0,000	Poor fit
CMIN/DF	< 5.00	3,923	Goodness Fit

GFI	> 0,90	0,726	Poor Fit
AGFI	≤ GFI	0,662	Goodness Fit
TLI	> 0,90	0,878	Marginal Fit
CFI	> 0,90	0,892	Marginal Fit
RMSEA	0.05 – 0.08	0.116	Poor fit

Source: AMOS Output, 2024

Based on the results of testing the goodness of fit table above, it can be concluded that the CMIN/DF and AGFI values are declared goodness of fit. Based on theory, (Hair JF et al., 2020)if there is at least one goodness of fit model, then it can be continued. So, this research model can be accepted and hypothesis testing can be carried out.



**Figure 2**  
**Research Model**

This research is related to the influence of customer perceived restaurant innovativeness using 4 dimensions consisting of menu innovativeness, technology-based service innovativeness, experiential innovativeness, and promotional innovativeness on brand love and brand loyalty. The following are the results of this research hypothesis test:

**Table 5**  
**Hypothesis test**

Hypothesis	Estimate	P-Value (0.05)	Decision
Direct			
H1 menu innovativeness => brand love	0,022	0,516	Not supported
H2 technology-based service innovativeness => brand love	0,214	0,000	Supported

H3 experiential innovativeness => brand love	0,236	0,000	Supported
H4 promotional innovativeness => brand love	0,273	0,000	Supported
H5 brand love => brand loyalty	0,921	0,000	Supported

Source: AMOS Output, 2024

**H1: CPRI, namely menu innovativeness, positively influences brand love**

Based on the results of the hypothesis test in Table 7, the results of hypothesis 1 obtained positive results at Estimate = 0.022 and significant P-Value = 0.516. In accordance with decision making, the P-value is  $0.516 > 0.05$ , which means there is no positive and significant influence of menu innovativeness on brand love (hypothesis 1 is not supported). This means that innovation in restaurant menus does not have a positive effect on brand love.

The results of this research contradict previous research, namely Kim et al (2018) which shows that menu innovation has a positive influence on consumer satisfaction. The differences in the results of this study may occur due to differences in the demographic characteristics of the respondents, from gender, age, education level, frequency of visits to meatball restaurants. This can cause differences in the perceptions of respondents in this study and respondents in previous studies.

**H2: CPRI, namely technological service innovativeness, positively influences brand love**

Hypothesis 2 gets positive results at Estimate= 0.214 and a significant P-Value of 0.000 in accordance with decision making P-value  $0.000 < 0.05$  which means there is a positive and significant influence of technology-based service innovativeness on brand love (hypothesis 2 is supported). This means that consumers like it when restaurants follow developments in technological innovation, thereby creating brand love.

The results of this research are supported by research according to which (Kim et al., 2018) the use of technology in restaurants can increase sales and customer satisfaction.

**H3: CPRI, namely experiential innovativeness, positively influences brand love**

Hypothesis 3 gets positive results at Estimate= 0.236 and a significant P-Value of 0.000 in accordance with decision making P-value  $0.000 < 0.05$  which means there is a positive and significant influence of experiential innovativeness on brand love, (hypothesis

3 is supported). This shows that when a restaurant innovates the restaurant atmosphere and service it can increase brand love.

The results of this research are supported by research that innovation based on experience builds long (Kim et al., 2018) brand-customer relationships and creates brand memories (Teng & Chen, 2021).

#### **H5: CPRI, namely promotional innovativeness, positively influences brand love**

Hypothesis 4 gets positive results at Estimate= 0.273 and a significant P-Value of 0.000 in accordance with decision making P-value  $0.000 < 0.05$ , which means there is a positive and significant influence of promotional innovativeness on brand love, (hypothesis 4 is supported). This shows that innovation in promotions makes consumers attached to the brand and increases brand love.

The results of this research are supported by research that innovative promotional techniques use mobile and social media to disseminate information, attract consumers with new memberships (Kim et al., 2019). Social media consumer engagement can be achieved based on posts about social media interactions with customers on social media (Pratiwi & Masnita, 2023). Partially, the perception of advertising value has a positive influence to brand awareness. Brand awareness own influence positive and significant with intention buy consumers, where the taller awareness brand so the taller intention buy consumer (IWDR Pranata & KAS Pramudana, 2018).

#### **Brand Love Positively Influences Brand Loyalty**

Hypothesis 5 gets positive results at Estimate= 0.921 and a significant P-Value of 0.000 in accordance with decision making P-value  $0.000 < 0.05$  which means there is a positive and significant influence of experiential innovativeness on brand love, (hypothesis 5 is supported). These results show that love for a brand can continue to become loyalty to that brand.

This is supported by previous research findings that show that loyalty brand is consequence from Love brand (Wallace et al., 2022). (Hussain et al., 2020) shows that customer co-creation experiences increase emotional attachment which then increases customer engagement. Loyalty as a form of initial engagement can also be achieved through

brand love. Loyalty brand prove emotion is one of reason from commitment and attachment consumer to brand (Le, 2020).

## CONCLUSION

Customer Perceived Restaurant Innovativeness (CPRI) is menu innovativeness does not have a positive effect on brand love . Technological service innovativeness has a positive effect on brand love. Next is experiential innovativeness has a positive effect on brand love. Then promotional innovativeness has a positive effect on brand love. And finally, brand love has a positive effect on brand loyalty.

This research has theoretical implications regarding customer perceived restaurant innovativeness which combines with brand love and brand loyalty. This research introduces new patterns namely menu innovativeness, technological service innovativeness, experiential innovativeness and promotional innovativeness which as a whole can form brand love and brand loyalty.

The managerial implication that can be taken from this research is that restaurants must be able to increase innovation in menus, technology-based services, consumer experience and promotions in order to improve customer-brand relationships so as to increase brand love and brand loyalty. This research is also expected can help managers For Can design the right strategy for made many innovations in restaurants meatball.

The limitations it has in research conducted This is with add variable menu innovativeness, technological service innovativeness, experiential innovativeness and promotional innovativeness, brand love and brand loyalty. Then use a sample of consumers at a meatball restaurant.

Suggestions from the results of this research for further research are to test the CPRI with other types of restaurants, for example luxury restaurants or restaurants with typical food from other regions or countries. This research also did not find a positive relationship between menu innovativeness and brand love and brand loyalty in meatball restaurants, whereas previous research found a positive relationship between menu innovativeness and brand love and brand loyalty. Suggestions for further research include conducting

experimental studies to test the validity of these findings with different types of restaurants and food.

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